

benjamin fortney

benfortney.com

benfortney[at]gmail.com

PROFILE

A hard working, results driven idealist, I'm fascinated by the unique intersection of technology, sociology, information and design which exists on the web. My goal is to continue to apply and improve upon my various online communication skills, while contributing to the non-profit sector.

EMPLOYMENT EXPERIENCE

Interactive Media Manager

United Nations Association of the United States of America

NEW YORK, NY
10.2007 - 12.2009

- WEBSITE ADMINISTRATION
 - Spearheaded a total redesign of www.unausa.org, increasing revenue streams, building a cohesive navigation architecture, and creating a unified brand identity.
 - 75% increase in online donations over the first three quarters
 - 1.2 million pageviews in a ten month period
 - 15,000 international and domestic online conference registrations over two years
 - Standardized and streamlined online fundraising, call to action and email output
- COMMUNICATIONS AND SOCIAL MEDIA STRATEGY
 - Created an active and thriving presence within various social networks, to recruit new members, engage current supporters, promote activities and disseminate information.
 - 300,000 views and impressions across YouTube, Facebook, Twitter and Flickr
- PROJECT MANAGEMENT
 - Managed staff across departments to create and implement a cross-platform interactive campaign centered on a live webcast of President Obama's first address to the UN.
 - Produced a 38% increase in website traffic for the week of the event
 - Implemented in conjunction with advocacy, editorial, and letter writing campaigns

University Lecturer

University of Westminster, Sociology Department

LONDON, UK
09.2006 - 12.2006

- Presented cross-discipline lectures on cultural globalization and online communities.
- Coordinated and supervised undergraduate research seminars on sociological theory.

Webmaster & Graphic Designer

Directions for Our Youth

NEW YORK, NY
08.2003 - 09.2007

- Conceptualized and guided layout and design of curriculum workbooks, online resources and promotional material in conjunction with educators and administrators.

Raptivism Records

NEW YORK, NY
04.2003 - 04.2005

- Developed and administered a multimedia website, forums and recruiting campaigns.
- Developed an e-business architecture in conjunction with outside programmers.

University of Westminster

Master of Arts with Merit: Globalization, Development and Transition

LONDON, UK
09.2005 - 09.2006

- Researched the transformative effects of interconnected global environments.
- Course representative; academic review board and student government.

Seton Hall University

Bachelor of Arts: Liberal Studies/English | Certificate in Computer Graphics

SO. ORANGE, NJ
09.1997 - 05.2001

- Dean's List College of Arts and Sciences

ACADEMIC EXPERIENCE

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Computing

SKILLSET

- Experienced in the application of core web principles:
 - Quantitative analytics / trend analysis
 - Front-end usability
 - Information architecture
 - Writing for the web
 - Email & donation conversion
 - Search engine optimization
- Extensive experience within Adobe Creative Suite:
 - Photoshop
 - Illustrator
 - Dreamweaver
 - InDesign (print)
 - Premier (video)
 - Soundbooth (audio)
- Editing and scripting experience:
 - html
 - css
 - asp
 - Flash
- Proficient operating within numerous database and content management systems
- Ability to operate simultaneously in both Windows and Mac OSX environments
- Extensive use of Microsoft Office and Apple iLife suites, as well as various Google products

Communication & Design

- Professional application and academic training in:
 - Brand identity
 - Message clarity
 - Social media strategies
 - Print & presentation layout
 - Print production techniques
 - Color theory